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4 --Q1. What is the total revenue generated by male vs. female customers?
5 select gender, SUM(purchase_amount) as revenue
6 from customer
7 group by gender

```

Data Output Messages Notifications

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	gender text	revenue numeric
1	Female	75191
2	Male	157890

```

9
10 --Q2. Which customers used a discount but still spent more than the average purchase amount?
11 select customer_id, purchase_amount
12 from customer
13 where discount_applied = 'Yes' and purchase_amount >= (select AVG(purchase_amount) from customer)

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	customer_id bigint	purchase_amount bigint
1	2	64
2	3	73
3	4	90
4	7	85
5	9	97
6	12	68
7	13	72
8	16	81
9	20	90

```

17 -- Q3. Which are the top 5 products with the highest average review rating?
18 select item_purchased, round(avg(review_rating::numeric),2) as "Average Product Rating"
19 from customer
20 group by item_purchased
21 order by avg(review_rating) desc
22 limit 5
23

```

Data Output Messages Notifications

Showing rows: 1 to 5 | Page No: 1

	item_purchased text	Average Product Rating numeric
1	Gloves	3.86
2	Sandals	3.84
3	Boots	3.82
4	Hat	3.80
5	Skirt	3.78

```

25 --Q4. Compare the average Purchase Amounts between Standard and Express Shipping.
26 select shipping_type,
27    ROUND(AVG(purchase_amount),2)
28   from customer
29  where shipping_type in ('Standard','Express')
30 group by shipping_type;

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	shipping_type	round
	text	numeric
1	Standard	58.46
2	Express	60.48

```

34 --Q5. Do subscribed customers spend more? Compare average spend and total revenue
35 --between subscribers and non-subscribers.
36 SELECT subscription_status,
37        COUNT(customer_id) AS total_customers,
38        ROUND(AVG(purchase_amount),2) AS avg_spend,
39        ROUND(SUM(purchase_amount),2) AS total_revenue
40   FROM customer
41  GROUP BY subscription_status
42 ORDER BY total_revenue,avg_spend DESC;

```

Data Output Messages Notifications

Showing rows: 1 to 2 Page No: 1

	subscription_status	total_customers	avg_spend	total_revenue
	text	bigint	numeric	numeric
1	Yes	1053	59.49	62645.00
2	No	2847	59.87	170436.00

--Q6. Which 5 products have the highest percentage of purchases with discounts applied?

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46 SELECT item_purchased,
47        ROUND(100.0 * SUM(CASE WHEN discount_applied = 'Yes' THEN 1 ELSE 0 END)/COUNT(*),2) AS discount_rate
48   FROM customer
49  GROUP BY item_purchased
50 ORDER BY discount_rate DESC

```

Data Output Messages Notifications

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	item_purchased	discount_rate
	text	numeric
1	Hat	50.00
2	Sneakers	49.66
3	Coat	49.07
4	Sweater	48.17
5	Pants	47.37

```

54 --Q7. Segment customers into New, Returning, and Loyal based on their total
55 -- number of previous purchases, and show the count of each segment.
56 with customer_type as (
57   SELECT customer_id, previous_purchases,
58   CASE
59     WHEN previous_purchases = 1 THEN 'New'
60     WHEN previous_purchases BETWEEN 2 AND 10 THEN 'Returning'
61     ELSE 'Loyal'
62   END AS customer_segment
63   FROM customer)
64
65 select customer_segment, count(*) AS "Number of Customers"
66 from customer_type

```

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	customer_segment text	Number of Customers bigint
1	Loyal	3116
2	New	83
3	Returning	701

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```

70 --Q8. What are the top 3 most purchased products within each category?
71 WITH item_counts AS (
72   SELECT category,
73         item_purchased,
74         COUNT(customer_id) AS total_orders,
75         ROW_NUMBER() OVER (PARTITION BY category ORDER BY COUNT(customer_id) DESC) AS item_rank
76   FROM customer
77   GROUP BY category, item_purchased
78 )
79 SELECT item_rank, category, item_purchased, total_orders
80   FROM item_counts
81 WHERE item_rank <=3;

```

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	item_rank bigint	category text	item_purchased text	total_orders bigint
1	1	Accessori...	Jewelry	171
2	2	Accessori...	Sunglasses	161
3	3	Accessori...	Belt	161
4	1	Clothing	Blouse	171
5	2	Clothing	Pants	171
6	3	Clothing	Shirt	169
7	1	Footwear	Sandals	160
8	2	Footwear	Shoes	150
9	3	Footwear	Sneakers	145

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```
85 --Q9. Are customers who are repeat buyers (more than 5 previous purchases) also likely to subscribe?  
86     SELECT subscription_status,  
87             COUNT(customer_id) AS repeat_buyers  
88     FROM customer  
89    WHERE previous_purchases > 5  
90    GROUP BY subscription_status;
```

Data Output Messages Notifications

A screenshot of a database query results window. At the top, there are tabs for "Data Output", "Messages", and "Notifications". Below the tabs, there are icons for file operations like copy, paste, and save, along with a "SQL" button. To the right, it says "Showing rows: 1 to 2" and "Page No: 1". The main area shows a table with two rows. The first row has a value of 1 in the first column and "No" in the second column. The second row has a value of 2 in the first column and "Yes" in the second column. Both columns have a lock icon next to them.

	subscription_status	repeat_buyers
1	No	2518
2	Yes	958

```
93 --Q10. What is the revenue contribution of each age group?  
94     SELECT  
95         age_group,  
96             SUM(purchase_amount) AS total_revenue  
97     FROM customer  
98    GROUP BY age_group  
99    ORDER BY total_revenue desc;
```

Data Output Messages Notifications

A screenshot of a database query results window. At the top, there are tabs for "Data Output", "Messages", and "Notifications". Below the tabs, there are icons for file operations like copy, paste, and save, along with a "SQL" button. To the right, it says "Showing rows: 1 to 4" and "Page No: 1". The main area shows a table with four rows. The first row has a value of 1 in the first column and "Young Adult" in the second column. The second row has a value of 2 in the first column and "Middle-aged" in the second column. The third row has a value of 3 in the first column and "Adult" in the second column. The fourth row has a value of 4 in the first column and "Senior" in the second column. Both columns have a lock icon next to them.

	age_group	total_revenue
1	Young Adult	62143
2	Middle-aged	59197
3	Adult	55978
4	Senior	55763